

Zug, 1 October 2014

Press release

Experience emotions - the new Tour de Suisse

In its new role as organiser of the Tour de Suisse, InfrontRingier Sports & Entertainment Switzerland is focusing on providing an emotional mixture of sporting highlights consisting of world-class, attractive live entertainment and unique experiences for fans, families and amateur cyclists. Switzerland's greatest annual sporting event is to be further developed via all media and online channels and provide moments that get the Swiss talking.

Emotions, competitive spirit and dynamism. The excitement of cycle racing will capture the imagination of the Swiss population from 13-21 June 2015 and cause pulses to race on all media and online channels. The focus of the venerable Tour de Suisse will continue to be high-quality UCI World Tour-class cycle racing with a varied and challenging course across Switzerland. Not for nothing is the Tour de Suisse seen as THE event for ambitious professionals to add the final touches to their preparation for the annual highlight, the Tour de France.

Tour de Suisse boosts cycle racing at all levels

“The objective of the new tour organiser InfrontRingier Sports & Entertainment Switzerland is to provide cycle racing with a long-term boost throughout Switzerland and develop it further,” said General Director Olivier Senn at the media conference, “with the Tour de Suisse representing the apex of the pyramid and acting as a driving force.” He explained that the Tour de Suisse would therefore target the areas of entertainment, amateur cycling, families and children in its bid to expand the fan base.

The intensive use of social media allows the Tour de Suisse, as the fourth-biggest cycle racing event in the world, to stir emotions and create additional direct contacts, not only in the Swiss population but also among cycle racing enthusiasts around the world. Despite the internationality, the organisers are initially focusing on further developing the attractions that accompany the cycle racing.

Hub strategy increases attractiveness

Individual stages at the start and finish of the tour will now be held within two central hubs. For some months now, it has been known that the Risch/Rotkreuz and Berne regions will be the hubs for the initial and final days of the race. Alongside the top-level sporting action, visitors can experience a variety of entertainment and activities. By remaining in one place for two to three days, the tour will create a carnival atmosphere, which will increase its attractiveness for visitors, drivers and logistics.

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TdS Challenge - attempt it yourself, whether solo or as part of a team

At three or four of the stage stops, amateur cyclists will be able to measure themselves against the professionals. Each morning before the professional teams get going, the amateurs will have the opportunity to ride on the original route individually or as teams and battle for the chance to mount the original winner's podium of the Tour de Suisse. Two stages start in the Risch/Rotkreuz hub and one in Berne. In addition to the winners each day, the end of the race will also see the crowning of the overall winners over all stages. The additional stages to be added to the tour programme and the details of the new TdS Challenge will be published in the next few weeks on www.tourdesuisse.ch/challenge. Interested parties can register from next week on, but due to the limited number of places, the places at the start will be drawn in several stages in the coming months.

Espresso in Ticino - glaciers in Sölden

Switzerland and its neighbour Austria will present themselves and their distinctive, varied Alpine landscapes over nine stages:

12/13/14 June:

The team presentation on Friday and the first two days of the race will take place in the region of Zug. The Tour de Suisse starts in Rotkreuz with a prologue time trial and a circuit as the second stage.

15 June:

The third stage starts in Brunnen on Lake Lucerne and ends in Olivone, Ticino.

16 June:

The starting pistol for the fourth stage will be fired in Flims/Laax/Falera (Canton of Grisons) and the stage will finish in Schwarzenbach (Canton of St. Gallen)

17 June:

The fifth stage will start at Unterterzen (Canton of St. Gallen) on Lake Walen. From here the Tour de Suisse makes a detour to the Rettenbach glacier near Sölden in Austria.

18 June:

The sixth stage starts in Wil (Canton of St. Gallen) and the race proceeds towards the Mittelland, ending in Biel/Bienne.

19 June:

The bilingual town of Biel/Bienne is the starting location for the seventh stage. The tour entourage does a loop through French-speaking Switzerland, the Canton of Jura and ends in Düdingen (FR).

20/21 June:

The Tour de Suisse concludes in Berne, with a circuit as the eighth stage and a time trial on the final day.

The next step will be to finalise the route planning and present it at a media conference at the beginning of March 2015.

Value added for long-term partner

The insurance group Vaudoise remains the presenting partner, thus maintaining its already strong position in cycle racing and displaying continuity, as it is also involved as partner to the cycle racing association Swiss Cycling. Vaudoise will be actively involved in the stages and the supporting programme (see separate press release from Vaudoise). The Tour de Suisse also continues to benefit from having search.ch as official partner for the points system and Jumbo as official partner for the best Swiss professional. Schweizer Radio und Fernsehen SRF (Swiss Radio and Television) will also continue to participate as Official Host Broadcaster in 2015.

In addition to these partners, numerous previous and new co-partners and suppliers support the Tour de Suisse. These will be communicated in the coming weeks.

For information:

Website: www.tourdesuisse.ch

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Facts

Tour de Suisse:

The Tour de Suisse has been the biggest cycle race in Switzerland since 1933. Each year over a million spectators attend the stages of the tour. Over nine stages, it covers over 1,300 kilometres through all parts of Switzerland, climbing 17,500 metres in the process. The Tour de Suisse is part of the UCI World Tour and is the fourth-biggest professional cycle racing event in the world.

InfrontRingier Sports & Entertainment Switzerland:

InfrontRingier - a joint venture between Infront Sports & Media and Ringier - is the leading sport marketing company in Switzerland. Its experienced team supports sports associations, organisers of sporting events, leagues and clubs, as well as top athletes, as a marketing, consulting and service partner. Its high-profile portfolio includes the Raiffeisen Super League, the Swiss Ice Hockey Cup and outstanding Swiss sportsmen and women such as Fabian Cancellara and Lara Gut. In addition, InfrontRingier organises the B2RUN - Swiss Corporate Challenge series of running events and organises the Tour de Suisse on behalf of Swiss Cycling.

Vaudoise Insurance Group:

Vaudoise was founded in 1895 and is one of the ten largest Swiss private insurers. Its competence in all areas of insurance and benefit provision are widely acknowledged and its dense network of agents allows it to offer customer-oriented advisory and claim-handling services. The group employs around 1,500 staff, including around 100 trainees.